



06- C -1962

## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30303-0300  
TEL (404) 330-6100

September 5, 2006

President Lisa Borders and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell St., S.W.  
Atlanta, Georgia 30303

**RE: Atlanta Downtown Improvement District (ADID) Appointment**

Dear President Borders and Members of the Council:

It is a pleasure for me to appoint Cathy Woolard to serve as a member of the Atlanta Downtown Improvement District (ADID) for the City of Atlanta. This appointment is for a **term of four (4) years.**

I am confident that Ms. Woolard will continue to serve the ADID with integrity and dedication.

Sincerely,



Shirley Franklin

## **CATHEREN M. WOOLARD**

329 Glendale Avenue, Atlanta, GA 30307~404.373.3767~catherenw@aol.com

### **PROFESSIONAL EXPERIENCE**

**ATLANTA CITY COUNCIL, Atlanta, GA**

**January 2002-April 2004**

**Council President.**

**INDEPENDENT CONSULTANT, Atlanta, GA**

**December 1999-present**

**Clients include the following:**

- **League of Conservation Voters Education Fund.** Managed regional conservation voter education and voter mobilization program.
- **American Electronics Association.** Served as legislative representative on technology policy issues at the Georgia General Assembly.
- **Youth PAC.** Served as consultant to PAC board during state assembly elections.
- **Gill Foundation.** Worked with executive director and senior staff to reposition the organization's three to five year strategic priorities.
- **Georgia Alliance for Tobacco Prevention.** Led successful multi-organizational effort to increase Georgia's tobacco tax.

**AMERICAN ELECTRONICS ASSOCIATION, Atlanta, GA December 98-December 99**

**Executive Director, Southeast Council.** Led renewal and repositioning of AEA's regional office by recruiting new corporate board members, meeting membership retention goals and raising membership sales by 30% in first six months. Hosted first AEA SE Financial Conference for technology companies.

**iVILLAGE.COM, Atlanta, GA**

**April 1998-November 1998**

**Director of Community Marketing.** Responsible for creating strategic relationships and projects with national non-profit women's and health-related organizations for membership and content development on the number one internet destination for women.

- Relationship with national breast cancer organization (NABCO) resulted in a celebrity chat featuring Duchess of York with 6,500 online participants.
- Negotiated first internet partnership and webcast of Vice President Gore's annual Families Conference.
- Created iVillage Women Vote email postcard voter reminder campaign with League of Women Voters, American Association of University Women, National Partnership for Women and Families, and YWCA of the USA.